

# Communicate with Confidence

## Talking with Patients about Vaccines



### COVID-19 VACCINES

[MDPH: COVID-19 Vaccine Equity Initiative: Communications materials](#)

[COVID-19 Vaccine Equity Initiative Weekly Highlights](#)

[CDC: Vaccinate with Confidence – Strategy to Reinforce Confidence in COVID-19 Vaccines.](#)

[CDC: COVID-19 Vaccination Communication Toolkit](#)

FAQs, Social Media, Posters, Stickers, Videos

[CDC: Talking to Recipients about COVID-19 Vaccination](#)

Making A Strong Recommendation, Answering Questions, Understanding and Explaining the mRNA COVID-19 Vaccines



### VACCINE CONVERSATIONS

[CDC: Vaccine Hesitancy or Refusal](#) - Short videos with providers' stories on how they handled their patients' vaccine concerns.

[CDC: Talking with Parents about Vaccines](#) Conversational techniques for discussions with parents.

[CDC TRAIN: Immunization and Effective Communication](#) - Webinars on effective communication techniques - how to make strong vaccine recommendations and referrals and address common questions (register for a free account to access the webinars).

[CDC: Preparing for questions from parents about vaccines](#) Answering common questions on the vaccine schedule, safety, and potential side effects.

[AAP: Communicating with vaccine hesitant families](#) Evidence-based strategies on communicating about vaccine hesitancy, plus [case studies](#) and a free training course.

[Immunize.org: Responding to parent's questions about vaccines](#) - Videos and PPTs to guide discussions with patients and parents (from IAC, CDC, Vaccine Education Center, and AAP).

[Harvard School of Public Health: Trust in Vaccines](#) - Why it matters video.

[WithinReach: Talking about Vaccines](#) - How to have vaccine conversations, including keystone statements, effective messaging, and the HEART and [Ask Advise Acknowledge method](#)

[Al Jazeera: the "cure" for vaccine skepticism](#) A 25-minute video on the spread of vaccine misinformation and how to combat it



### ARTICLES

[Communicating with parents about vaccination](#) - An examination of common parental perceptions of vaccination and an evidence-based framework to help providers communicate with parents.

This [American Sociological Association article](#) provides context into vaccination decisions among common vaccine-hesitant populations. [Confidence about Vaccines in the United States](#) - Parent perceptions regarding vaccines and commonly reported vaccine concerns.

[Principal Controversies in Vaccine Safety in the United States The Architecture of Provider-Parent Vaccine Discussions](#): Provider-parent vaccine communication techniques and their effectiveness.



### VACCINE SAFETY

[CDC](#)

[Children's Hospital of Philadelphia \(CHOP\)](#)

[Immunize.org](#)



### SPECIFIC POPULATIONS

[CDC: Communication Toolkit For Migrants, Refugees, and Other Limited-English-Proficient Populations](#) COVID-19 resources are available in multiple languages. Low literacy, Easy to Read COVID-19 Materials are also provided.

This [UNICEF report](#) provides suggestions for how to partner with religious organizations to build trust in immunizations.



### HANDOUTS FOR PATIENTS/STAFF

[CHOP: What You Should Know Series](#) - These resources address common vaccine questions and misperceptions, including vaccine ingredients, autism, thimerosal, aluminum, vaccine schedules, and more.

[AAP: Immunization Information for Parents](#) - Includes frequently asked questions and personal stories from pediatricians regarding the impact of immunizations.

[Immunize.org: resources and handouts](#)

(including [VIS](#) [translated](#) into Arabic, Chinese, Haitian Creole, Korean, Portuguese, Russian, Spanish, Turkish, and Vietnamese.



### SOCIAL MEDIA

["The Anti-Anti-Vaxx Toolkit"](#) A strategy guide to prepare for, defend against, and clean up after a Facebook Anti-Vaxx attack, by Kids Plus Pediatrics.



### APPS

[Immunize.org: Immunization apps](#) for healthcare providers and their patients. CDC mobile app, CDC Vaccine Schedules, Medscape, Red Book app and more